

PRESS RELEASE

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Wal-Mart First Tee Open at Pebble Beach Tickets Now On Sale

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Pebble Beach, California – Tickets for the fifth annual Wal-Mart First Tee Open at Pebble Beach are now available on the tournament Web site, www.thefirstteeopen.com. Tickets may also be purchased through the tournament box office, 800 541-9091 or 831 644-0333. The 2008 Wal-Mart First Tee Open is scheduled for the week of August 25 - 31 at Del Monte Golf Course and host course, Pebble Beach Golf Links.

Champions Tour players, led by defending champion Gil Morgan, will compete for a \$2 million purse as they are teamed with amateurs and 78 juniors from across the country. Juniors will be chosen at qualifying tournaments and through The First Tee Participant Selection Process, which will take place in July in Kansas and New Hampshire. The tournament host organization, Monterey Peninsula Foundation, will also grant eight exemptions.

“Teaming the legends of golf with these outstanding young people from across the country makes for a terrific tournament,” states chairman Clint Eastwood. “We look forward to another great event supporting The First Tee and its valuable Life Skills curriculum.”

Eastwood will again serve as tournament chairman, and former President George Bush and Arnold Palmer are honorary co-chairs. All three tournament rounds will be broadcast internationally on The Golf Channel.

Daily tickets for the Wal-Mart First Tee Open at Pebble Beach are \$25 per day in advance and \$30 at the gate, Friday – Sunday. There is no charge for practice rounds. Youth 18 years of age and younger are admitted free with a paying adult.

Season badges — good for grounds access all week — may be purchased in advance for \$60 and \$75 at the gate. Packages containing 10 any-day tickets sell for \$225 and must be purchased in advance.

The Charity Patron badge, a special ticket which allows week-long access to both the Wal-Mart First Tee Open at Pebble Beach and next year's AT&T Pebble Beach National Pro-Am, is priced at \$150.

Proceeds generated by the Wal-Mart First Tee Open at Pebble Beach are earmarked for The First Tee, an initiative of the World Golf Foundation which provides young people of all backgrounds an opportunity to develop life-enhancing values through golf and character education. The 2007 Wal-Mart First Tee Open at Pebble Beach raised over \$870,000 for The First Tee. To date the tournament has generated over \$2.7 million to support valuable youth programs.

Volunteer opportunities are also available by calling the tournament office, 831 649-1533.

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